

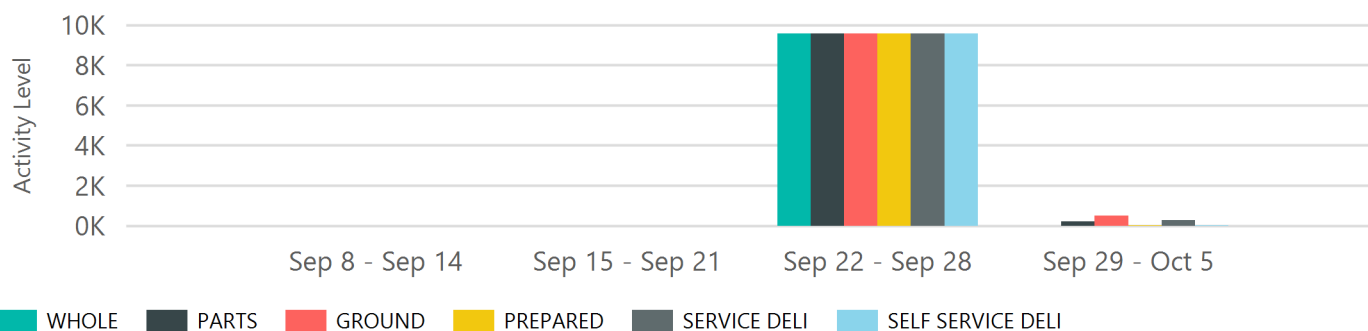


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MARKET HIGHLIGHTS

Turkey feature activity declines again this week. Whole birds make another limited appearance but can only be found in one region. Frozen bone-in breast are more available but usually found at higher price levels. Marinated tenders retreat into the shadows after a strong showing last week. You will tend to pay a little more for smoked dark parts this promotional cycle. Grind activity increases, with most retailer's attention being focused on conventional 85% lean and specialty 93-94% lean. Most ground items can be found at better values this week, except for conventional 85%. This week, deli activity increased slightly, with most of the limelight on smaller sized self-service packages. Turkey processor label deli meats, along with the large sized self-service packages are viewed at lower prices.

Weekly Activity Index



NATIONAL

METRICS

	Current Week	Previous Week	Previous Year
Total Outlets	28,820	28,820	
Activity Index	1,113	358,900	
Feature Rate (%)	2.1%	33.7%	

Item	Environment	Condition	Current Week		Previous Week		Previous Year	
			Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)

WHOLE - DOLLARS PER LB

Fresh

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Fresh	19,140	1.68
WHOLE TURKEY GREATER THAN 16 LBS	Heritage	Fresh	9,570	5.32
WHOLE TURKEY LESS THAN 16 LBS	Conventional	Fresh	9,570	1.63

Frozen

WHOLE TURKEY GREATER THAN 16 LBS	Conventional	Frozen	19,140	1.53
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PARTS - DOLLARS PER LB

Fresh

BREAST TENDERS	Conventional	Fresh			9,570	1.33
BREAST TENDERS, MARINATED	Conventional	Fresh			9,570	1.43
BREAST, CUTLETS	Conventional	Fresh			9,570	2.53
BREAST, SPLIT BONE-IN	Conventional	Fresh			9,570	1.23
BREAST, STRIPS	Conventional	Fresh			9,570	2.23
BREAST, THIN SLICED CUTLETS	Conventional	Fresh			9,570	2.43
BREAST, WHOLE BONE-IN	Conventional	Fresh			9,570	1.23
BREAST, WHOLE BONELESS	Conventional	Fresh			9,570	2.53
DRUMSTICKS	Conventional	Fresh	29	3.99	9,570	1.03
DRUMSTICKS, SMOKED	Conventional	Fresh			9,570	1.63
NECKS	Antibiotic Free	Fresh	29	3.99		
NECKS	Conventional	Fresh			9,570	0.63
NECKS, SMOKED	Conventional	Fresh			9,570	1.03
THIGHS	Conventional	Fresh			9,570	1.03
WINGS	Conventional	Fresh			9,570	2.03
WINGS, SMOKED	Conventional	Fresh	29	3.99	9,570	2.14

Frozen

BREAST, WHOLE BONE-IN	Conventional	Frozen	183	1.99		
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GROUND - DOLLARS PER LB

Fresh

GROUND 85% LEAN	Conventional	Fresh	241	4.09	9,570	4.03
GROUND 93% LEAN	Antibiotic Free	Fresh	272	4.00		
GROUND 93% LEAN	Conventional	Fresh			9,570	4.53
GROUND 93-94% LEAN	Conventional	Fresh			9,570	5.53
GROUND BREAST	Conventional	Fresh	27	7.68	9,570	6.03
GROUND BREAST	USDA Organic	Fresh			9,570	9.72
GROUND PATTIES/BURGERS	Conventional	Fresh			9,570	5.03
GROUND ROLLS/POUCH	Conventional	Fresh			9,570	3.03
GROUND SAUSAGE	Conventional	Fresh			9,570	3.03

PREPARED - DOLLARS EACH

Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED EACH	Conventional	Prepared			9,570	8.03
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PREPARED - DOLLARS PER LB



Prepared

BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	27	6.99	9,570	8.03
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SERVICE DELI - DOLLARS PER LB

Prepared

SERVICE DELI CAT 1	Conventional	Prepared	316	10.23	9,570	10.04
SERVICE DELI CAT 1	Pasture Raised	Prepared			9,570	13.73
SERVICE DELI CAT 2	Conventional	Prepared			9,570	6.54
SERVICE DELI CAT 3	Conventional	Prepared			9,570	5.03
SERVICE DELI HAM	Conventional	Prepared			9,570	4.54
SERVICE DELI PASTRAMI	Conventional	Prepared			9,570	6.03

SELF-SERVICE DELI - DOLLARS EACH

Prepared

SELF-SERVICE DELI TUB/POUCH 16 OUNCES	Conventional	Prepared			9,570	5.03
SELF-SERVICE DELI TUB/POUCH 7-10 OUNCES	Antibiotic Free	Prepared	16	6.99		
SELF-SERVICE DELI TUB/POUCH 7-10 OUNCES	Conventional	Prepared			9,570	4.63

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	5,058	12.0%	1,113

Environment	Condition	Stores	Processor Brand (\$)	Store Brand (\$)	Wtd Avg (\$)
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PARTS - DOLLARS PER LB

Fresh

DRUMSTICKS	Conventional	Fresh	29		3.99 - 3.99	3.99
NECKS	Antibiotic Free	Fresh	29		3.99 - 3.99	3.99
WINGS, SMOKED	Conventional	Fresh	29		3.99 - 3.99	3.99

Frozen

BREAST, WHOLE BONE-IN	Conventional	Frozen	183		1.99 - 1.99	1.99
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GROUND - DOLLARS PER LB



<u>Fresh</u>					
GROUND 85% LEAN	Conventional	Fresh	241	3.99 - 3.99	4.09
GROUND 93% LEAN	Antibiotic Free	Fresh	272	4.00 - 4.00	4.00
GROUND BREAST	Conventional	Fresh	27	7.68 - 7.68	7.68

PREPARED - DOLLARS PER LB					
<u>Prepared</u>					
BREAST, SPLIT BONE-IN ROTISSERIE PRICED PER LB	Conventional	Prepared	27		6.99

SERVICE DELI - DOLLARS PER LB					
<u>Prepared</u>					
SERVICE DELI CAT 1	Conventional	Prepared	316	7.99 - 7.99	10.23

SELF-SERVICE DELI - DOLLARS EACH					
<u>Prepared</u>					
SELF-SERVICE DELI TUB/POUCH 7- 10 ounces	Antibiotic Free	Prepared	16		6.99

Foot Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

BRANDED: includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch's Certified Beef programs.

NON-LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade.

USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. **Local:** Featured items labeled as "Local". **Grass Fed:** Featured items labled as "Grass Fed".

Click here to view the Local and Organic Premium Report: <https://mymarketnews.ams.usda.gov/viewReport/2172>